

MORE TRUCKS MEAN PROGRESS

Paige Company Anticipates
Business Needs by Enlarg-
ing Production Plans.

The best evidence of the confidence the automotive industry has in the prospects for truck business is their plans for truck production.

"We have planned to increase our 1920 production of Paige trucks 500 per cent over the output of 1919," says Harry M. Jewett, president of the Paige-Detroit Motor Car Company. "If we were not absolutely certain of the market for these trucks, we could not have made such a bold move. The truck business is so broadened and has such infinite possibilities that the surface has not yet been scratched."

Many factors have helped to create the demand for trucks that now prevails. The preliminary work of demonstration and education—necessary for a transportation revolution—has been proved effective. Economic conditions, fuel, labor and railroad problems, arising as an aftermath of war, have also influenced the situation. But the haulage and delivery field in this country is so broadened and has such infinite possibilities that the surface has not yet been scratched.

With the increased number of pneumatic tired trucks a greater range of usefulness has been found for trucks in farm districts where roads are not always the best. Pneumatic tired trucks can be used in going over ploughed ground and in doing the actual daily labor of hauling on the farm. They are effective in performing such labor as carrying loads of fertilizer over the fields where solid tires are unable to go, hauling feed to the cattle and hogs wherever they may be, carrying oil to the tractor in the field, grain to the threshing machines, corn from the binder to the silo and grain from the separator to the bins etc.

The fact that manufacturers, wholesalers, jobbers and retailers can make quick deliveries and at the same time cover a much greater market with the trucks of the field, has added greatly to the popularity and sale of trucks in cities. This can be noted in the continued increase in the size of truck fleets that are being used by such concerns as the Standard Oil Company, American Railway Express Company, the Coca-Cola Company and hundreds of others.

We ourselves believe the future will see a national system of transportation by motor truck in this country and that the roads will eventually beat the railroads, as is now the case in England and other countries abroad.

POOR MOTORING IN EUROPE.

Road Conditions Bad, Reports
Franklin Owner, Just Back.

Road conditions in Europe, especially in the zone where raged the battles of the world war, are terrible enough to frighten the most ardent motorist out of a contemplated motor journey in that vicinity, according to Otto Kahrs, wealthy importer of Christiania, Norway, who is said to have been the first man to make an automobile trip from Christiania to Paris and return after the war.

Including the side trips he took to various points along the battlefield, Mr. Kahrs covered 5,768 kilometers and with a total gasoline consumption of 722 litres, equivalent to the American rate of 18.72 miles a gallon. In a letter just received Mr. Kahrs writes:

"Some of the roads in Germany seem to be paved with nails. On some stretches in fact we ran over hundreds of them and these gave way only to pieces of blasted boiler plate and sheet iron, impossible to dodge."

"In spite of this we got back to Norway with the original air still in the front tires and a few nails picked up by the rear proved to be the extent of our troubles."

Mr. Kahrs is an importer of the Franklin car and made the trip in a Franklin. All along the route he says his car was hailed as the first through since the war. "It was easy to believe," he adds, "because apparently no other car than a Franklin could have gotten through." The entire trip consumed a little more than a month. Mr. Kahrs, with a friend, started from Christiania and went down through Sweden, Denmark, Germany, Holland, Belgium and France. The return was made practically the same way.

FRANKLIN MEN TO MEET.

Executives and Dealers Will Con-
fer Here Wednesday.

In connection with the show the Franklin Automobile Company is staging a national conference of its dealers Wednesday in the Hotel Commodore. The conference will begin at 10 A. M. and more than 200 reservations have been made for a luncheon to be given during the noon hour by H. H. Franklin, president of the company.

The following officials from the factory at Syracuse will be present: S. E. Ackerman, sales manager; Ralph Murphy, chief engineer; H. H. Goodhart, advertising manager; Paul Williams, service manager; R. T. Wennstrom, comptroller, and C. H. La France, sales engineer.

L. C. Rockhill, sales manager of the Goodyear Tire and Rubber Company of Akron, Ohio, is scheduled to deliver an address.

Among the leading dealers at the conference will be L. A. Hobbs of Seattle, Ralph Hamlin of Los Angeles, W. G. Langley of Dallas, Murray Carr of Pittsburgh, James Sweeten of Philadelphia and Otto Lawton of Boston. The Philadelphia delegation will consist of eleven representatives and the Boston dealership will be represented by ten men. Canada is sending along delegations from Toronto, Ottawa, Montreal, Quebec and Halifax.

FOLLOWS AIRPLANE DESIGN.

Holmes Air Cooled Motor Has
Been Further Improved.

It is to be expected that the Holmes improved air cooled motor should show the results of the work done by its designer, Arthur Holmes, in the development of air cooler motors for aeroplane service.

In the Holmes motor the construction of the valves is distinctly reminiscent of the highest development in airplane motor design.

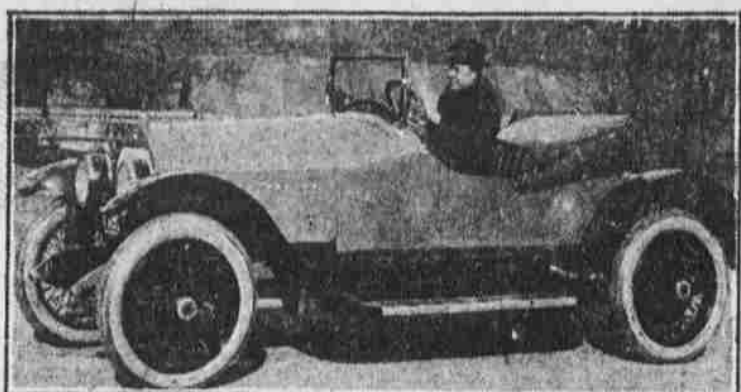
Eighteen valves are used, all in the head, three to each cylinder, the exhaust valves being dual in design.

All valves are of the overhead type, operated by valve lifter rods and valve rocker arms.

The use of dual exhaust valves is for the purpose of quick scavenging of the cylinders after the combustion of the fuel. That this type of design has a noticeable effect on the operation of the motor is shown in a silence of operation that is rather unusual in an overhead valve motor and in an economy of operation, taking into consideration that the Holmes is a car of 124 inch wheel base, carrying seven passengers in the touring and sedan models.

According to the builders, the average fuel consumption is 14-20 miles to the gallon of gasoline in a car with a speed range of from 3-50 miles an hour on high gear.

Popular Stutz "Bearcat."



One of the favorite Stutz types in Grand Central Palace is the Stutz Bearcat, shown here with William Perkinson, metropolitan distributor, at the wheel. The Stutz models are strong and

bold in appearance but dignified, and are demanding the same attention this year as formerly. The same engineering ability, material and workmanship which have made the Stutz so successful are to be found in the latest types on display.

MOTOR TRUCKS SAVE MAN POWER

And These Men Can Be Em-
ployed in Other Use-
ful Ways.

"A motor truck is the latest of a long line of efficiency producing and time economizing inventions and mechanical units that have resulted in almost unbelievable saving of time and labor and a multiplicity of the individual's personal efficiency," says Sidney Bowman, New York Kissel distributor.

"In 1850 the farmer had a mow, in 1860 a reaper, in 1870 a self-binder, in 1890 a tractor and now in 1920 the perfected motor truck."

"Once there was the driver of machines, five binders, two shockers, five men building the stacks of wheat and fourteen threshers. Now one engineer and one small boy do the work, leaving twenty-five men for other productive labor."

"And likewise, it used to be necessary to employ a stream of horses and mules to cart the threshed wheat and corn to the mills, necessitating a full day's trip each way and the employment of scores of men. Today the average motor truck can haul the same amount of produce that it formerly required five trips in the same length of time."

"In perfecting the automobile the automotive industry has given to the nation a time and labor saver that has not only given the average man in the United States sixty slaves working for him, in that machinery gives us 60-man-power, while the average man in the rest of the world has ten, but within

a short time every American will represent 100-man-power."

"Already our average family has property valued at \$12,500 and enjoys an annual income of \$2,500. This good fortune represents tools like the automobile and motor truck that multiply the hand and hurries the foot."

SCIENCE SHIFTS THIS GEAR.

Premier Controlled by Magnetism,
the Most Dependable Force.

Magnetism is the most dependable of all natural forces. The navigation of the world has been directed by it for centuries. The gun turret of every new American battleship is controlled magnetically and by equipment built by the same world recognized makers that produce the Premier gear shift. The dependability of Cutler-Hammer equipment was established by the American navy during the war, and if any one doubts the practical ability and certainty of C-H equipment he is respectfully referred to no less an authority than Admiral Sims himself.

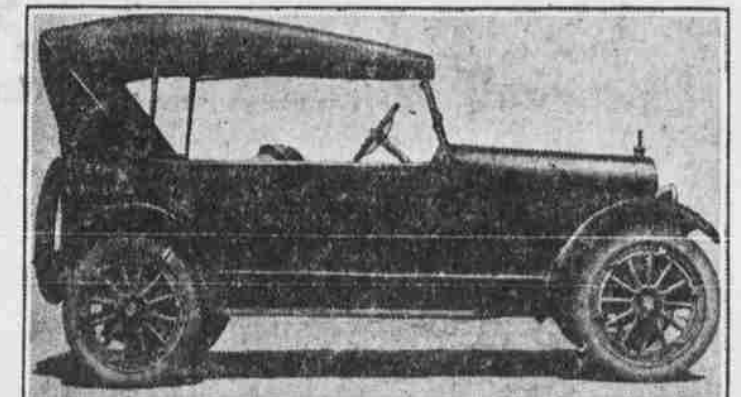
Don't worry—Premier's gears are shifted far more surely and safely than they would ever have been shifted by hand. In the old method of gear shift you have to contend with the human element, with Premier method gears are shifted with absolutely scientific certainty.

MARMON BALANCE SHOWN.

Balance is such an elusive word among motor builders that it is refreshing to have it graphically described and tangibly pointed out by Bert Dingler, who is conducting the new Marmon 34 motor in the lobby of the Hotel Commodore.

Dingler shows the connecting rods of the engine are machined all over, and a variation of more than one-eighth of an ounce is not permitted between rods. This is an unusually close allowance for a manufacturing standard of 40 large units, and the eye can see the rods balanced against each other in the exhibit.

Columbia Six Touring Car.



This is the standard Columbia touring car, which has been the backbone of the line since 1914, roomy, comfortable, beautifully finished, and equipped the

same as all Columbia models, with automatic thermostatically controlled radiator shutters and the famous Columbia six non-synchronous spring suspension.

MUST STICK TO ONE GOOD COURSE

Bethlehem Official Gives Good
Advice to Those in Truck
Business.

"There is a comparison to be drawn in the motor truck manufacturing business of to-day," said Roy S. Davey, general sales manager of the Bethlehem Motors Corporation, in discussing the future of the industry. "Market for motor trucks may be compared to a ladder. In entering the truck business it is necessary to stick to one of two courses."

First, a decision must be reached to build a high priced truck of a limited market and a long margin of profit or to build a lower priced truck with a smaller margin of profit but a bigger market. With the ladder in mind, and each rung representing prices and possible market, the top rung might well represent the \$6,000 truck with a few buyers, naturally, the next rung the \$5,000 truck, the next the \$4,000, and so on down the ladder to the \$1,500 truck, where the market comes from all truck buyers. As prices are increased the manufacturer goes up one rung, decreases the number of potential buyers and decreases naturally the number of his prospects.

"To-day, with prices of materials and other costs rising, I believe that, assuming the prices made by the maker are fair, the product should be increased and sales also, of course, to offset increased costs. The margin will be lower, but the returns will be net and quite as large."

"The vision of the people who are back of a product is one of the most important features the distributor has to consider to-day. Makers back of a product must have a distinct idea in mind to-day and follow that idea to a finish. Visions must not be limited. Rising material prices and increased production costs must be met. The margin of profit between the cost and selling price is steadily growing smaller. Expensive efficiency men, cost experts of the highest grade and expensive men of every character, retained to discover the reason of lack of profits in the factory, will not bring results. Large production well marketed is the real secret of the business to-day, along with a truck at a popular price, for which the sale is large."

Intensive salesmanship coupled with the large market, always increasing, spells success. Good roads win their own reward. Cooperation with the distributor is the owner of a motor vehicle. When it is considered that latest available figures, based on conservative estimates, show that there are about 1,384,250 cars in use throughout the rest of the world, the leadership of the United States as a motoring nation will be appreciated.

ELGIN'S 2,000 MILE TEST.

Car Shows Great Stamina on Long Run.

A rather gruelling run from Spokane, Wash., to Omaha, Neb., made in an Elgin Six sedan not long ago by W. J. Metcalf of Spokane is probably as good evidence as has been recorded that car owners have come to regard enclosed cars not so much as "toys" but as conveyances over easy going city boulevards to theatres and the dance halls but as appropriate and sensible means for distant travelling over country roads.

More particularly it is significant of the remarkable stamina and endurance of the Elgin Six sedan. Mr. Metcalf reports that it took him just nine days to make the trip, a distance of nearly 2,000 miles, and that, despite the trying conditions of the roads most of the way, he found it unnecessary to make a single mechanical adjustment on his car either en route or at the end of the journey.

He tells a rather unique idea which he worked out with a view to avoiding crowded hotel conditions on route. A part of his equipment consisted of a special spring mattress made especially to fit inside the car, supported, when in use, by the tops of the front and back seats. This furnished very comfortable sleeping quarters.

Franklin Turns Out Car Every 10 Minutes

WITH a total of 285 cars for the week ended December 13 (a total of five and one-half working days), all previous production records of the Franklin Automobile Company were smashed, according to figures just received from the factory at Syracuse, N. Y. This means a car completed every ten minutes of the working day—a remarkable record in view of the fact that when the armistice was signed on November 11, 1918, the company was on a 100 per cent war basis. Within the short space of a year production had to be brought up from the zero point, and within that same period almost 10,000 cars were produced.

Despite the best efforts of the factory to catch up, the Franklin company finds itself with unfilled orders on its books which alone will take three months to fill. The company is expending \$700,000 in new buildings at the present time. One of these, a large seven-story structure, will be ready for occupancy January 1 and will add 150,000 square feet to the total floor space, which will then aggregate 23 acres. Plans for 1920 include an additional half million square feet of floor space, and when this is completed the total floor space of the Franklin factories will aggregate 24½ acres.

MOTOR INDUSTRY LEADS THE WORLD

800,000 More Motor Cars in
Use Now Than a Year
Ago.

There is nothing more impressive or more striking evidence of the growth of the motor vehicle industry than the statistics showing the annual registrations of passenger cars and trucks in this country. It seems only a scant few years ago that the motor industry was referred to as being in its infancy, yet the latest registration figures show that there are now more than 6,000,000 motor vehicles in operation. An analysis of these figures really presents some meaty facts. It will show that one out of every fifteen persons in the United States is the owner of a motor vehicle. When it is considered that latest available figures, based on conservative estimates, show that there are about 1,384,250 cars in use throughout the rest of the world, the leadership of the United States as a motoring nation will be appreciated.

Registrations in this country are increasing at the rate of close to 15 per cent, estimates made during the last few weeks disclosing that there are about 800,000 more cars in use now than there were on Jan. 1, 1919. New York State continues to be the Empire State in the motoring world, with Ohio, Pennsylvania, Illinois, California and Iowa following in the order named. Over half the automobiles and trucks in the United States, 3,641,260 are found in ten States. The six leading States of course are included among these ten, and in addition there are Michigan, Texas, Indiana and Minnesota.

DIALS ARE GROUPED.

Among the features of the new series Marmon 34, with high efficiency motor, now being shown at the Grand Central Palace, none is causing greater comment than the new instrument board on which all instrument dials are grouped together in the center of the board. The group is covered and supplied with indirect lighting which is guaranteed not to glare. This arrangement brings the operation of the car and all recording instruments into the vision at once.

CAR OWNERS USE OCEANS OF GAS

8,500,000 Gallons Used Daily
by Motorists Throughout
Broad Land.

The average consumption of gasoline in the United States during the last year has been more than 8,500,000 gallons daily and is constantly increasing. To realize what this means it is necessary to consider that the supply of crude oil is limited and that only about 20 per cent of it is available as gasoline. The remainder is kerosene, fuel oil, lubricating oil and residue products. It is many years since enough gasoline could be produced to meet the needs of motor car users.

To supply the deficiency it has been necessary to "crack," that is, to distill under pressure some of the heavier oils into what now is known as gasoline. Then years ago if you took a quantity of gasoline and heated it to, say, 100 degrees Fahrenheit it would all have boiled away. But heat some of the gasoline of to-day to the same temperature and but a small per cent will evaporate. Raise the heat to 200 degrees and a greater part will boil away. It will be necessary, however, to increase the heat to from 350 to 375 degrees before it all disappears.

"The Essex was built to meet this condition," said Harry Hought. "Although the engine is only 29½ inches in length over all, and the cylinders are smaller in bore than those of a Ford, it actually delivers more than 50-horsepower, the result of its exclusive features, the fine quality of material and workmanship that enter into its construction and its advanced design."

TIRE MILEAGE CLAIMED.

Apperson Takes Up Challenge and Asserts Record.

This is the age of tire mileage. In the papers we read and in the busy marts of trade we hear of exceptional mileage records.

Recently a statement appeared in a Chicago newspaper saying a truck had been run 217,000 miles on the original tires.

After a statement like that of course other records seemed weak and puny. Nevertheless the Apperson Bros. Automobile Company of Kokomo have taken up the challenge and assert positively that on an average Apperson cars travel further on the original set of tires than any other car of the same weight and power being manufactured to-day.

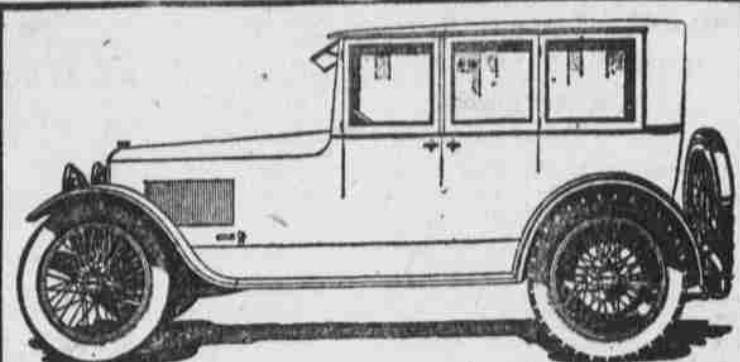
It is a well known fact that Apperson cars frequently run 15,000 miles and over on a single set and some have made as high as 20,000 miles. This is good mileage and could not be attained, so the Kokomo manufacturer claims, without having a car light on its feet—that is, perfect in balance. They claim such a car is the new Apperson Eight.

BODY DESIGN ADDS TO SMART LINES.

As usual the Liberty Six is attracting an immense amount of attention at the show. Improvements in body design have noticeably added to the smart lines of the car.

LIBERTY SIX'S MACHINE.

The "Chevrolet Review" says: "In 1906 there was only one motor car owned in Topeka, Kan., and that belonged to the owner of a small machine shop, who built his entire machine himself."

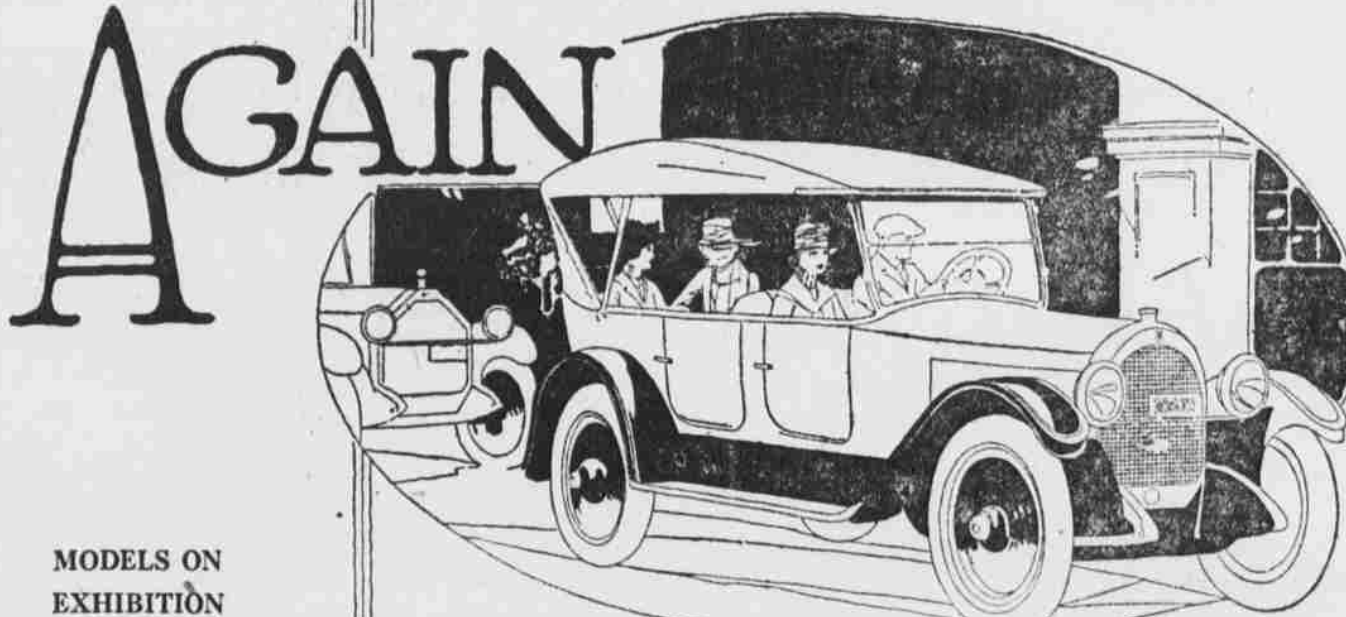


To describe fully the Auburn Beauty-Six would require far more than this allotted space. Even then its daring beauty and mechanical merit could not be fully appreciated. The Auburn must be actually seen to be judged. There are several

AUBURN Beauty-SIX

models, series of 1920, being displayed at space B-12, second floor, Grand Central Palace. We suggest that you see them, scrutinize them and secure complete information about them. You will really enjoy a visit to this Auburn exhibit.

AUBURN AUTOMOBILE COMPANY
AUBURN, INDIANA



MODELS ON
EXHIBITION
AT THE SHOW

8 CYLINDER
45 B—SEDAN
45 B—TOURING
45 B—PACEMAKER
45 B—CHASSIS

6 CYLINDER
37 A—TOURING
37 B—SEDAN
37 B—COUPE

SETS THE PACE

AT EACH successive automobile show in the past, the Oldsmobile has set the pace. It has set a standard of excellence many manufacturers find difficult to follow.

Again, at the present automobile show the Oldsmobile exhibit sets the pace. The wide varieties of styles in both the "six" and "eight" models, the quality that has established an international reputation during twenty-two years of superior automobile manufacturing and the attractive prices will convince anyone who makes searching comparisons that Again Oldsmobile Sets the Pace.

OLDSMOBILE COMPANY OF NEW YORK
(CUTTING-LARSON COMPANY)

MAIN OFFICE & SALESROOMS.....109 West 6th Street, near Broadway
BROADWAY BRANCH.....1806 Broadway, Columbus Circle
BROOKLYN BRANCH.....415 East 149th Street, near 3d Avenue
BROOKLYN.....1236 Bedford Avenue, corner Atlantic

AT THE SHOW, GRAND CENTRAL PALACE SPACE A-26, MAIN FLOOR

LA FAYETTE

Those who have anticipated the appearance of the new LA FAYETTE during the Automobile Show may view the car, this week, in the main lobby of Hotel Commodore

LA FAYETTE MOTORS COMPANY
at Mars Hill, INDIANAPOLIS

